

**Anniversary Month Concerts**  
In the Grand Court at 9, 11 and 1:50  
Familiar Melody at 11:55, with  
Chimes at stroke of 12  
In Egyptian Hall at 2:30

**WANAMAKER'S**

Store Opens 9 A. M.

**WANAMAKER'S**

Store Closes 5 P. M.

**WANAMAKER'S**

**WEATHER**  
Fair

# Spring Means New Things for the Home as Well as New Clothes

## See That Great Oak Tree Yonder on the Hill

It defies the wind and plants its feet firm and deep, and throws out its limbs far and wide, and in a way balances itself as if to say: "Now I am not afraid of anything that blows."

Its tremendous, more than giant strength, is almost resistless.

A man might well say, "If I were a tree I'd like to be an oak."

As we are only a Store, we can be only what all our powers of mind, body, education and experience make us, and be only too glad if our friends can find any resemblance between us in the upward sweep of our ambitions and the upstanding of our endurance and helpfulness.

[Signed] *John Wanamaker*

March 24, 1919.

## Fresh and Pretty as the Flowers Which Adorn Them Are the New Spring Hats

They are just out of the workrooms and are the last word in millinery newness.

For women who like flower-trimmed hats there are any number of new hats—hats with single posies and bouquets, hats with wreaths and sprays of the gay new Spring flowers.

New, too, are the feather-trimmed hats—and there are many novelties this year, including the burnt feathers, the coque, the ostrich, curled and uncurled, and, of course, wings of the tailored hats.

Both large and small hats are in the collection, and the prices start at \$15.

(Second Floor, Chestnut)

## A Notable New Arrival of American Dinner Sets for the China Sale's Last Week

Tomorrow begins the last week of the Spring Sale of China and Glassware. Now the last week of this Sale is something for every homekeeper to take note of, because it will bring opportunities which, in the regular order of things, cannot again present themselves for a good while.

All the dinner sets—and of these there is a wonderful choice—and all the rich and beautiful glassware now marked at reduced prices will be marked at the regular prices on April 1.

If you don't mind waiting and paying 20 to 50 per cent more for goods of this kind after next week, very well.

But if you are likely to have any need for them in the not remote future, you would be well advised to come in at once and see the fine abundance of wares that you can now choose from at such good price-savings.

We have kept this sale freshened and replenished right along. For tomorrow we announce a splendid new lot of American dinner sets, clean reputable goods, at dependable savings.

American sets of 107 pieces in border patterns with gold-traced handles—four new decorations—at \$22.50 a set.

American dinner sets of 107 pieces, border patterns, with coin gold handles—five new decorations at \$35 a set.

American dinner sets of 107 pieces in white and gold—a coin gold band of good width and coin gold handles at \$25 a set.

The savings are from \$5 to \$10 a set.

(Fourth Floor, Chestnut)



## One-Two! One-Two! One-Two-Three-Four!

Remember it—the chant of the old-time music master?

Can't you see him now—sitting beside you at the piano, wagging his head and beating time with a stubby finger?

You always marveled how such short, fat fingers could fly over the keys so swiftly and encompass such crashing chords.

And the hour of your "lesson" was invariably punctuated by the shouts of other children at play. Until you came to wish that Messrs. Czerny et al. had died in their infancy.

If you finally learned to play the piano you are now very, very glad of the time you practiced then.

But if you did not persevere, there has been many a day when you regretted it—

## Until the Player-Piano Brought Good Music to Every Home

All you need to know about music to play a player-piano is that you love it. The instrument will see that the playing is technically correct. It will even follow every shade of expression of the master musician who made the roll, but, if you prefer, you can put your own expression into it and make it YOUR music. A good player-piano is far from mechanical.

## But a Good Player-Piano Must First Be a Good Piano

It must be a piano with a NAME and with an honorable reputation, preferably old enough to have been tested. A piano whose tones are an inspiration—sweet enough, deep enough, strong enough to carry one to the harmony-swept heights.

That is the kind of player-pianos you will find in the Wanamaker Store. These names have a world of meaning to all musicians—

*Chickering  
Schmucker  
Emerson  
Haines Bros.  
Lindeman  
Marshall and Wendell  
J. C. Campbell  
and the celebrated Knabe*

We have these famous instruments in player-pianos and reproducing-pianos in a great many styles at a great many prices, from \$550 to \$3150, any of them purchasable on convenient terms if preferred.

You will not find these pianos on sale elsewhere in Philadelphia.

(Egyptian Hall, Second Floor)

## Men Tell Us These \$5.50 Shoes Are the Best at Their Price

We know it, but we are glad to have people find such things out for themselves by making comparisons about town.

In black calfskin and dark mahogany calfskin there are two styles, one straight lace on an English last and the other a medium-toe blucher. For conservative men there is a wide-toe blucher of black kidskin.

(Main Floor, Market)

## Hundreds of Fresh Suits for Women—Prices \$25 to \$38.50

Suits of serge, poplin, gabardine, light Spring velours, tweeds and homespuns—all with the new fashion features.

Such as—  
Very narrow double belts crossed over.  
Collars with self-ties.  
Long, loose sacque coats.

Coats with buttons set on from collar to hem.

The use of rows and rows of braid set on closely.

Pongee and bright-colored vests.  
Gay-hued linings—some figured.  
Long shawl collars and triple pockets.  
As for colors, there are the gray and brown mixtures; the blues, greens, browns, navy and black, and the black-and-white checks.

Please note that there are sizes for everybody and that the suits are arranged on rotary racks near the elevators, so that customers can look them over for themselves.

Prices \$25 to \$38.50.

(First Floor, Central)

## Serge, Silk, Jersey and Other Smart New Spring Frocks for Young Women

And not only are they smart, but they are moderately priced as well, and for as little as \$17.50 there are good-looking dark blue serge dresses that any girl might wear to school or business or for general wear.

One dress has the new square neck and collar and set on skirt with many buttons. The other dress has a new collar and an embroidered bodice. Both dresses are silk lined.

Other new serge dresses are \$20 to \$32.50.

Jersey dresses are \$27.50 to \$37.50—in new colors and styles, too.

An effective little frock of dark blue crepe Georgette is made in a new style, much braided, and is \$32.50.

Quite Spring-like and just as new is a plaid silk dress with a square neck and soft frills of snowy crepe at the neck and sleeves. It is \$28.50.

And there are new taffeta dresses in dark colors as well as lighter Spring shades, \$28.50 and \$30.

14 to 20 year sizes.

(Second Floor, Chestnut)

## Women's Practical Street Coats—\$39.50 to \$47.50

One smart and useful-looking street coat is of heather-colored jersey—in brownish and greenish tones as well as navy and oxford. It is belted, has four big pockets and an inverted pleat, and the price is \$39.50.

Navy and black serge coats with deep, square collars are \$45; and the same style in velour—brown, rookie, tan and Pekin blue—is \$47.50.

Navy and black tricotine with button trimmings and double belt in back is \$47.50.

(First Floor, Central)

## New Colors Arrive in Cossack Jackets

Henna, blue, brown, tan, gray, white, taupe and black are here now, and the heavy wool embroidery is of the same, or a prettily contrasting color. The jackets themselves are made of Georgette crepe.

The success of these jackets is beyond all question, for women have discovered how pretty they are and how useful. They may be worn as blouses or as coats.

Only the seams and some slight finishing touches are required. They are \$20.

(Main Floor, Central)



## More Waists of Crepe de Chine

We should be afraid to advertise these waists so often if it were not for the facts that we are constantly getting in new styles and that they are the kinds of waists which five out of every ten women want!

They are usually in white and flesh color with a few bisque colors and the new blues! They are pleated and tucked and hemstitched, and some of the finer have hand embroidery or the hemstitching is done in decorative designs.

Prices are \$5.50 to \$16.50.

(Third Floor, Central)

## Sautoirs Are Much in Fashion

as are all necklaces and ornaments to be worn about the neck.

The newest sautoirs are of sterling silver, effectively set with rhinestones—\$4.50 to \$10 each.

Sterling silver sautoirs set with imitation pearls, \$3 to \$6.50.

Sterling silver sautoirs mounted with baroque pearls, \$5.

And on her sautoir she wears one of the fashionable lockets or her watch.

(Jewelry Store, Chestnut and Thirteenth)

## Ruffles and Tucks Are the Fashion for Vestees

And such is the newest fancy for Spring.

Some very pretty new styles have white satin collars with a lace-ruffled front piece or the entire vestee is made of pleated or tucked crepe Georgette or tulle.

No matter what material, however, all have the squarely cut neck with the high rolled shawl collar that is so becoming.

Chiefly in white, tan or blue, \$2.50 to \$6.50.

(Main Floor, Central)

## Women's One Corner Hand-Embroidered Handkerchiefs—25c Apiece

When you see the fine linen and pretty embroidery there'll be no need to tell you how special they are for 25c apiece—you will know at once!

There are many good designs, the hand work is fine and dainty, and \$3 a dozen is a very modest price for such good handkerchiefs.

(West Aisle)

## For the Eyes

The Optical Goods Store says that the big round-eye imitation shell frames and the fused bifocal lenses both mean a certain increase in comfort for the eyes of the wearers. We have a well-equipped workshop for grinding lenses from prescriptions.

(First Gallery, Chestnut)

## New Lillian Brassieres

The Corset Salon has something like a score of new styles, prices starting at 60c.

One of heavy net for a large woman is \$2.

Two pink satin styles are \$2 each—one opens in front—the other in the back.

One of firm pink corset satin is \$1.50.

A silk-jersey-and-brocade affair crosses in the back and is known as a diaphragm brassiere—\$3.50. A heavy lace brassiere with crossover or open front—\$1.25.

(Third Floor, Chestnut)

## New Shipment of Rich Oriental Carpets

This new collection brings a particularly fine choice of Chinese and Persian pieces, mostly in carpet sizes, but including a number of hall runners.

The selection of colors is exceedingly varied and beautiful, and the rugs are of excellent weave and texture.

In the Chinese carpets the selection in popular sizes (around 9x12 ft.) is particularly good, the prices ranging from \$325 to \$450.

Smaller Chinese pieces are also shown in interesting choice and in corresponding colors at \$45 to \$65, in hearth, bureau and doorway sizes.

The new Persian carpets are remarkably fine, comprising various high-grade weaves, notably Kermanshahs, Kashans, Serapis and Fereghans in exquisite colorings, at a variety of prices from a Fereghan hall strip, 13.3x7 ft., up to a Lavher, the finest type of Kermanshah, 17x13 ft., at \$3000. The carpet-size Persian rugs, approximately 9x12 ft., begin at \$225.

Lovers of fine carpets will be delighted with this showing.

(Seventh Floor, Central)

## THE LITTLE HOUSE

has just received some charming painted furniture which will mean a good deal to people who are furnishing or refurnishing their seaside or country houses. There is a dining-room set of greenish wood with a bluebird decoration, consisting of two armchairs, four side chairs, one serving table, one draw-top dining-table, one dresser and one wheel tray, which is priced only \$682.

(Fifth Floor, Chestnut)

Also there is a porch or bridge set of four side chairs with rush bottoms and one table, the chairs being \$35 apiece and the table \$45. The important point to remember about both these sets is that anybody who wishes to have furniture to fit in with a given color scheme or certain cretonnes can have them painted in whatever colors or designs he wishes.

## Japanese Rush Rugs for Summer Homes

We have these rugs in both oval and rectangular shapes. They are suitable for open and inclosed porches, for bungalows and camps and any places with stone or tile floors.

### Oval, With One or Two Band Borders

9x12 ft., \$28.50.	4.8x7.6 ft., \$9.75.
8x10 ft., \$24.50.	3x6 ft., \$5.75.
6x9 ft., \$16.50.	2x3 ft., \$2.50.

### Rectangular, in the Good Checkerboard Pattern

These rugs have blocks of black, blue, rose, green or brown alternating with natural color blocks.

9x12 ft., \$42.50.	6x9 ft., \$21.50.
7.6x10.6 ft., \$39.50.	4.6x7.6 ft., \$14.50.
	3x6 ft., \$7.50.

### Special Weave With End or Surrounding Borders

9x12 ft., \$24.50.	6x9 ft., \$16.50.	8x10 ft., \$18.50.
--------------------	-------------------	--------------------

(Seventh Floor, Chestnut)

## A Little Special Lot of Dainty Envelope Books

They are of an excellent quality of bright pin seal, in black, navy, tan, brown and gray. All well made and in good, new shapes.

Each of these books has an inner frame and moire silk lining, and no matter how many handbags she has, every woman needs an envelope book.

At \$3.50 these are much less than regular.

(East Aisle)

## Truly Exquisite Are Printed Silk-and-Cotton Crepes

Also they are just as cool as they look, and for this reason they are eagerly sought by women for summery frocks.

Some new styles are printed on white Georgette crepe in black, navy, pink or azure blue and on tan in black designs. They are one yard wide and \$1.25 a yard.

Or there are very tiny patterns like old-fashioned prints in these silk-and-wool crepes, one yard wide, at \$1 a yard.

(First Floor, Chestnut)

## Dainty Dresses for Tiny Children

Little straight dresses of fine nainsook with the tiniest laces and yokes, or fairy-like picot edged ruffles, are \$1.25 to \$2.

Little hand-made dresses of still finer cottons and exceedingly fine hand embroidery on the wee yokes—and sometimes even on the skirts—are \$3 to \$10.

Sizes are 6 months to 2 years.

(Third Floor, Chestnut)

## White Cotton Checks Exceptional at 35c a Yard

Pajama checks, also used for men's underwear, 36 inches wide. Checked lattice for women's waists, dresses or underwear, 36 inches wide. These come in three sizes.

(First Floor, Chestnut)

## Money Can't Buy Friends, but Money Can Buy a Grandfather's Clock

And of all clocks that is the most nearly human and the most friendly. There is a welcome sound in its voice and it does seem to make a home more homelike.

One of the finest of all hall clocks is housed in a solid mahogany hand-carved and hand-finished case, fitted with a Waltham movement with three chimers—Westminster, Whittington and St. Michael's on 9 tubes. It has a mercurial pendulum and is priced at \$800.

But there are other beautiful mahogany-cased hall clocks, with hour and half-hour strike, from \$165 to \$210, and with chimers from \$270 to \$500.

(Jewelry Store, Chestnut and Thirteenth)

## "The Valley of Vision"

By Henry Van Dyke

A collection of short stories, some written before the war, some after it, but all with the serene quality which belongs to the masterly writer. Price \$1.50.

(Main Floor, Thirteenth)

## New Lace-Trimmied Linen Scarfs

Somewhat different from the general run of scarfs, being made of a heavy cream bleached linen cloth and trimmed with a 7-inch flounce of lace.

Very suitable for dressing tables, chiffoniers, bureaus or piano use.

Prices are very moderate, 20x36, \$1.50; 20x43, \$1.75; 20x51, \$2; 20x58, \$2.25 each.

(First Floor, Chestnut)

## \$6 Worth of Hat for Men of Taste

These new Spring hats are fine from every angle—finely made of fine materials, fine in fashion and fine in service. \$6 is not a low price for a man's hat, but it is little enough for these.

In various colors, ranging from light Spring shades to the oxford gray we introduced to hat fame.

(Main Floor, Market)

## Good Bed Muslins Are Always in Season

But there is always a tendency toward going over one's supply and filling in deficiencies before housecleaning time.

Pillow Cases

45x36 inches at 45c.

Sheets

63x99 inches at \$1.60.

81x90 inches at \$1.80.

81x99 inches at \$1.95.

90x99 inches at \$2.10.

90x108 inches at \$2.30.

(First Floor, Chestnut)

## An Office Furniture Sale to Interest Men of Business

The Office Furniture Store is adjusting its stocks, and the adjustment involves the disposal of a large collection of flat-top oak desks; also oak office chairs and tables, at a reduction of 25 per cent from regular prices.

The desks are the largest item in the Sale, and they include both the regular flat-top desks as well as typewriter desks. The number to be had at some prices is limited, but there is a large selection on the whole.

The typewriter desks are now marked at \$20 to \$52, with a choice at seven different prices in between.

Regular flat-top desks are now \$32 to \$59, with eight different kinds at as many different prices in between.

Oak side chairs are now \$5, \$8 and \$10.

Oak armchairs, \$9.75, \$10, \$11, \$12 and \$15.

Oak revolving chairs, \$12, \$15, \$18 and \$20.

Oak tables, 4 feet long, \$9 and \$11 each.

5 feet long, \$24 each.

6 feet long, \$36 each.

(Third Floor, Market)